Merchology is in pursuit of an SEO & Content Marketing Specialist to service as the SEO expert and writer. They will creatively apply their knowledge of SEO to enhance our website and marketing content. They will be the go-to person for best practices and ideas on how to improve our efforts and drive traffic. They are curious and driven to apply their research to new projects. The ideal candidate for this position will be comfortable in a fast-paced environment and will need little direction, and they are comfortable reporting their findings to upper management. Merchology is a fast growing company with a great company culture. If this sounds exciting, this role and Merchology could be right for you!

**JOB DESCRIPTION**

- Interpret data, identify key findings and make recommendations based on those findings for future SEO efforts
- Copywriting for various materials, including articles, buyer’s guides, product guides, top ten lists, step by step instructions, and other content in collaboration with the marketing and merchandising teams
- Create titles, meta titles, descriptions, and meta descriptions for ecommerce merchandise, collections and pages – using SEO best practices
- Generate written content for a wide variety of content marketing materials by using strong demonstrable skills in copywriting, copy editing, researching and interviewing.
- Capture and analyze the appropriate organic traffic metrics, quantitative data, general insights, and best practices, and then use analytical skills to interpret various sources of data into actionable initiatives
- Use current industry standard tools for data gathering, tracking, and collaboration including Google Analytics, Google Keyword Planner, Google Search Console, SEMRush, Microsoft Excel, and the Google Drive Suite
- Optimize keywords for organic and referral search traffic to increase organic page rankings
- Work with marketing and merchandising team to design and develop creative written assets to support business goals

**LOCATION**
121 Cheshire Lane, #100 Minnetonka, MN

**INDUSTRY**
Business to Business E-Commerce Sales

**JOB REQUIREMENTS**

- 3+ years working in SEO copywriting
- Bachelor’s Degree Required; preferred in marketing communications, writing, digital content creation or related field
- Demonstrable SEO experience including keyword and content research skills, understanding of HTML structures and best practices for metadata
- Must be able to apply analytical skills to content creation
- Experience working on major analytics platforms (Google Analytics, Google Search Console and Customer Spreadsheet formulas)
- Must be able to write for web including desktop, mobile, tablet, email, display ads, and social media assets

**PREFERRED**

- Experience working in SEO tracking and research tools like SEMRush
- Experience with multi-platform digital campaigns

Merchology is the leading online retailer in business to business sales of co-branded retail merchandise including apparel, headwear, drinkware, gifts, and accessories. Merchology is “customer logos + brands they love.” It’s pure brand awesomeness! Merchology is an equal opportunity employer.

Email Resume, Cover Letters, & Portfolio to: resume@merchology.com